



SNEB2024
International Conference
JULY 29-AUGUST 1 | KNOXVILLE, TN

**Understanding
FOODWAYS**

ATTENDEE COMMUNICATION TOOLKIT

Spread the word far and wide about our upcoming event to inspire, educate, and connect with a diverse audience. Together, let's ignite curiosity, spark meaningful conversations, and create a ripple effect of learning and collaboration.

Your voice has the power to shape the future - let's make it heard!



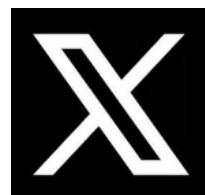
WEBSITE

The link to SNEB'S Annual Conference website is <https://www.sneb.org/sneb-2024/>



SOCIAL

The conference hashtag is #SNEB2024. Be sure to use this in all of your conference messaging on social media. Click the icons below and follow us!



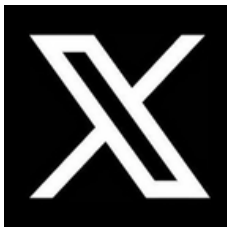
SAMPLE TEXT

When possible, use #SNEB2024 in any related content to show your support for the upcoming event. Remember, your voice matters, and your contributions can make a real difference. Join us in shaping the future of our community at #SNEB2024!



FACEBOOK

Attention nutrition educators and professionals: I will be attending the #SNEB2024 International Conference. I would love to see you there!
Register here: <https://t.ly/8ZYt1>



X (FORMERLY TWITTER)

I will be attending #SNEB2024 this July in Knoxville. I would love to see you there!
Register here: <https://t.ly/8ZYt1>



LINKEDIN

Attention nutrition educators and professionals: I will be attending the Society for Nutrition Education and Behavior's 2024 International Conference. I would love to see you there!
Register for #SNEB2024 here:
<https://t.ly/8ZYt1>



INSTAGRAM

Calling all nutrition educators and professionals! I am thrilled to announce that I will be attending the #SNEB2024 International Conference organized by the Society for Nutrition Education and Behavior. It would be fantastic to have you join me!
Register Here: <https://t.ly/8ZYt1>

SAMPLE TEXT

WEBSITES, SCHOOLS, UNIVERSITIES, OR BUSINESS NEWS OUTLETS

[Your name] will be attending the Society for Nutrition Education and Behavior (SNEB) 2024 International Conference, Understanding Foodways: Learning, Growing and Sustaining, hosted in-person in Knoxville, TN and online from July 29- August 1.



[Add information about yourself, your title and position, and what you are most interested in at the conference]

SNEB's conference is the only event specifically for nutrition educators. SNEB is an international organization of nutrition education professionals who are dedicated to promoting effective nutrition education and communication to support and improve healthful behaviors with a vision of healthy communities through nutrition education and advocacy.

For more information visit [sneb.org/sneb-2024/](https://www.sneb.org/sneb-2024/)

-End-

EMAIL

Dear [Colleagues/Students],

For more than 50 years, the Society for Nutrition Education and Behavior (SNEB) has hosted the only event specifically for nutrition educators. I'm proud to announce I'll be attending the 2024 SNEB International Conference, Understanding Foodways: Learning, Growing and Sustaining, July 20- August 1.



Don't miss a great opportunity in Knoxville, Tennessee, to learn about new research, creative ideas, and practical techniques applicable in many settings. This year's conference is in-person with livestreaming sessions. Forward this email to anyone else you know who might be interested.

Register Here: <https://www.sneb.org/international-conference-registration/>

Thanks, and I hope you can join me!

SAMPLE TEXT

DEPARTMENTAL ONLINE BULLETIN BOARDS & CALENDARS



The Society for Nutrition Education and Behavior (SNEB) International Conference is the premier event for nutrition education professionals from around the world.

The atmosphere at SNEB's conference provides the perfect environment to expand your network and the opportunity to learn about new research, creative ideas, and practical techniques applicable in many settings.

The 2024 SNEB conference theme is "Understanding Foodways: Learning, Growing and Sustaining" and will be held July 29- August 1.

For more information visit sneb.org/sneb-2024/

LOCAL NEWS OUTLETS

[Open your press release with an anecdote related to SNEB and the conference topics. Include compelling information such as the importance of nutrition education and how it directly affects your community. Have you implemented a unique nutrition education program in your school, university, or community? Add it to this press release, then tie it in with the conference. Include your title and position].



The Society for Nutrition Education and Behavior (SNEB) 2024 International Conference, "Understanding Foodways: Learning, Growing and Sustaining" hosted in Knoxville, Tennessee and online from July 29- August 1.

This is the only event that is specifically for nutrition educators. SNEB is an international organization of nutrition education professionals who are dedicated to promoting effective nutrition education and communication to support and improve healthful behaviors with a vision of healthy communities through nutrition education and advocacy. For more information, contact SNEB at 800-235-6690 or visit [sneb.org/sneb-2024.](https://sneb.org/sneb-2024/)

TIPS ON PROMOTING SNEB 2024 INTERNATIONAL CONFERENCE

TRICKS ON HOW TO MAKE SNEB REALLY STAND OUT

01

Talk about SNEB to your colleagues! Word-of-mouth is valuable

02

Post frequently to gain maximum exposure

03

Send conference info to your news outlets: TV, radio, and newspapers

04

Send this to your school or university press office for publication in the school paper

05

Use #SNEB2024 on social media